

navigating *the* *battleground

Monday, June 8, 2026

Perceptions of Costs in the
Congressional Battleground



IMPACT
RESEARCH

Methodology



Impact Research conducted a survey of N=1,500 likely 2026 general election constituents in 67 battleground congressional districts.



100% of interviews were conducted by text-to-web.



Interviews were conducted between May 5 - 14, 2026.



The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

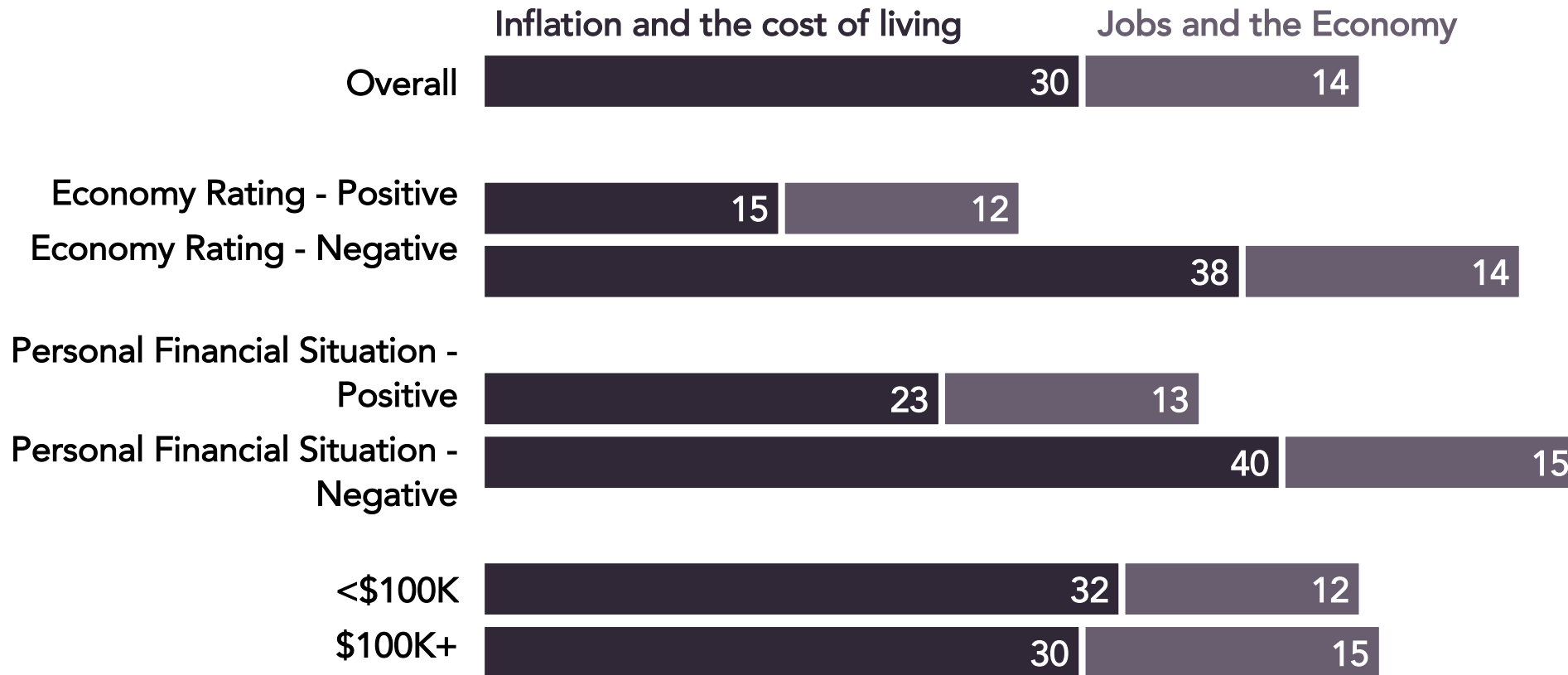
Key Takeaways

- Over four-in-10 battleground constituents say the cost of living and the economy are their top priorities.
- Groceries and gas and transportation are the costs that are giving battleground constituents the most pain.
- Trump and Republicans overwhelmingly own the state of the economy now.
- Nearly 70% of battleground constituents give the economy a negative rating, but 55% of them still feel positive about their personal financial situation. Both ratings are down significantly from earlier this year and few trust Republicans to have the right priorities.
- Battleground constituents don't think Republicans are focused on fixing the economy and a majority say they are focused on policies that are making life less affordable.
- And battleground constituents trust Democrats more on lowering costs for working families and fighting inflation, though a notable group trust neither.

44% of Battleground Constituents' Top Two Issues are Either Cost of Living or the Economy Broadly

Which of the following do you feel is the most important issue that Congress should make a top priority?

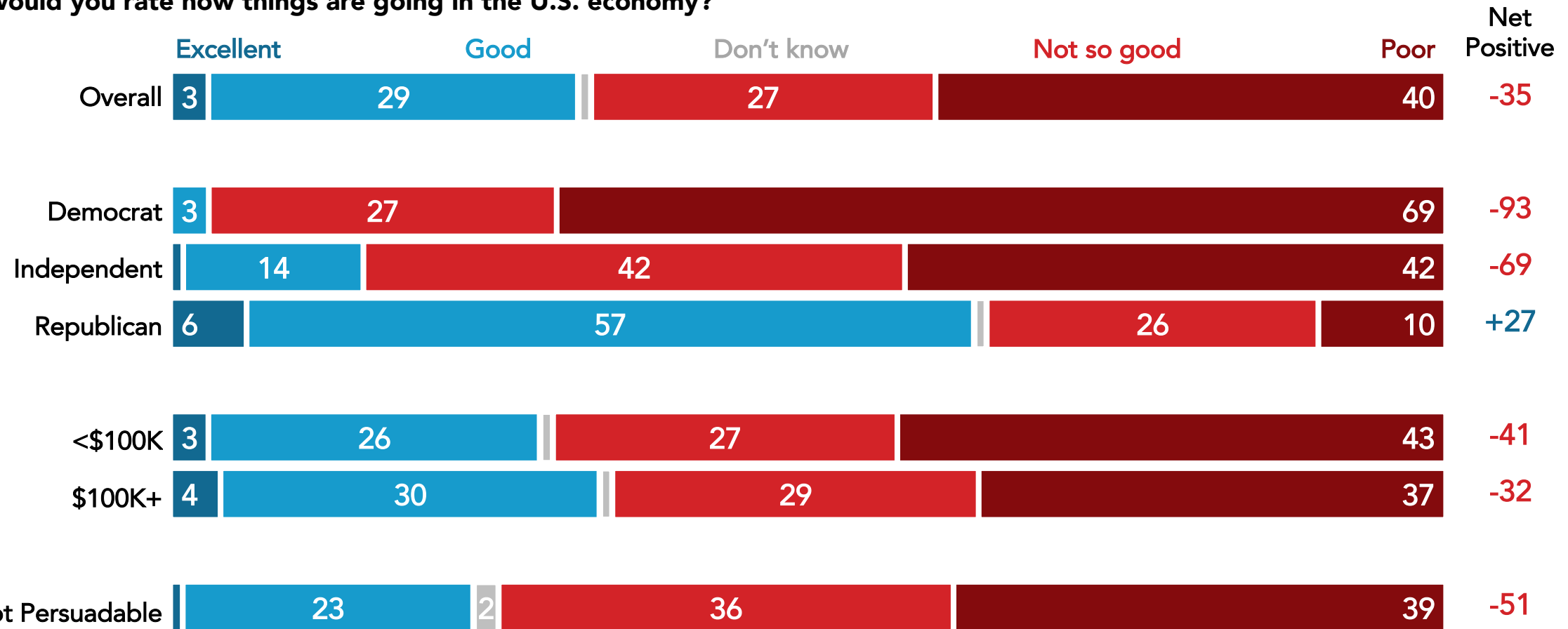
Inflation and the cost of living + Jobs and the economy



Nationwide survey of 1,500 likely 2026 general election voters across 67 battleground districts conducted May 5-14, 2026. For more info, visit navigatortresearch.org/battleground.

Nearly 70% of Battleground Constituents Give the Economy a Negative Rating

How would you rate how things are going in the U.S. economy?

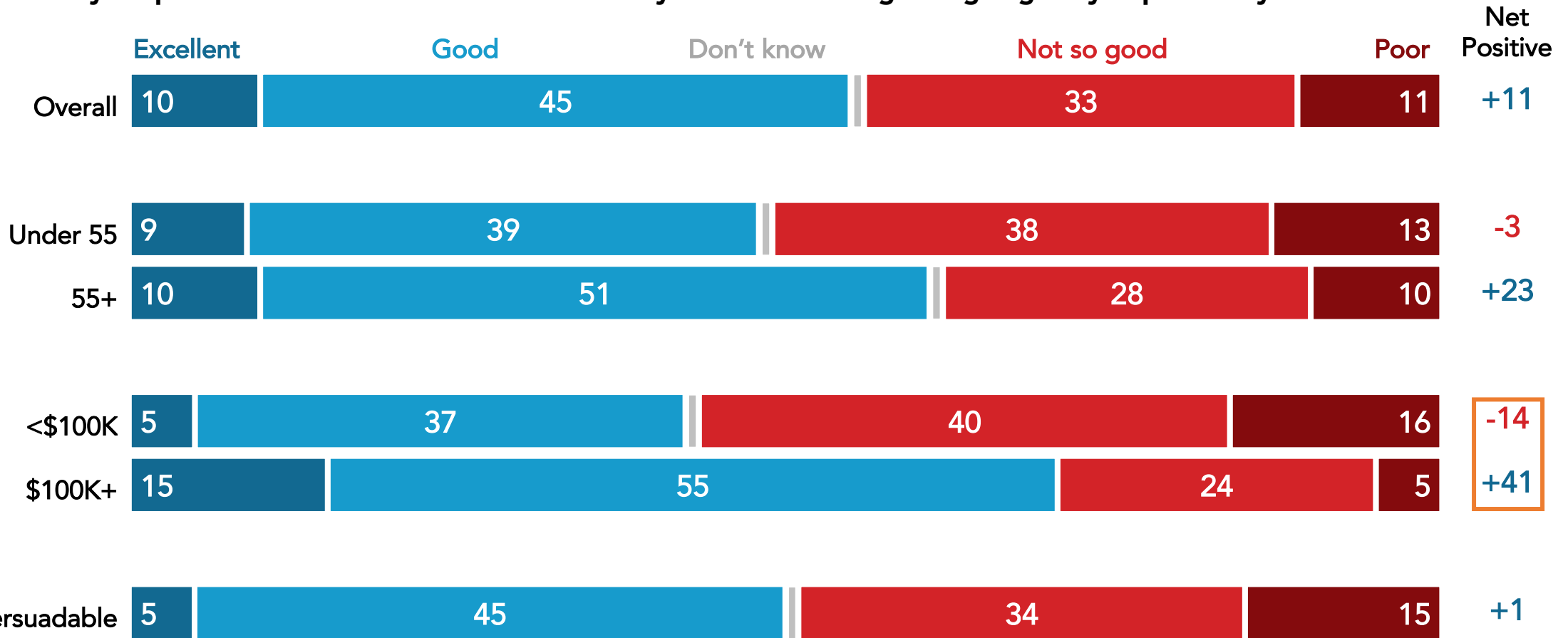


"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2026 election.

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Lower-Income Constituents are Far More Likely to Feel Vulnerable About Their Personal Financial Situation

Thinking about your personal financial situation. How would you rate how things are going for you personally?



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Groceries, Gas / Transportation and Healthcare are the Biggest Cost Concerns in the Battleground

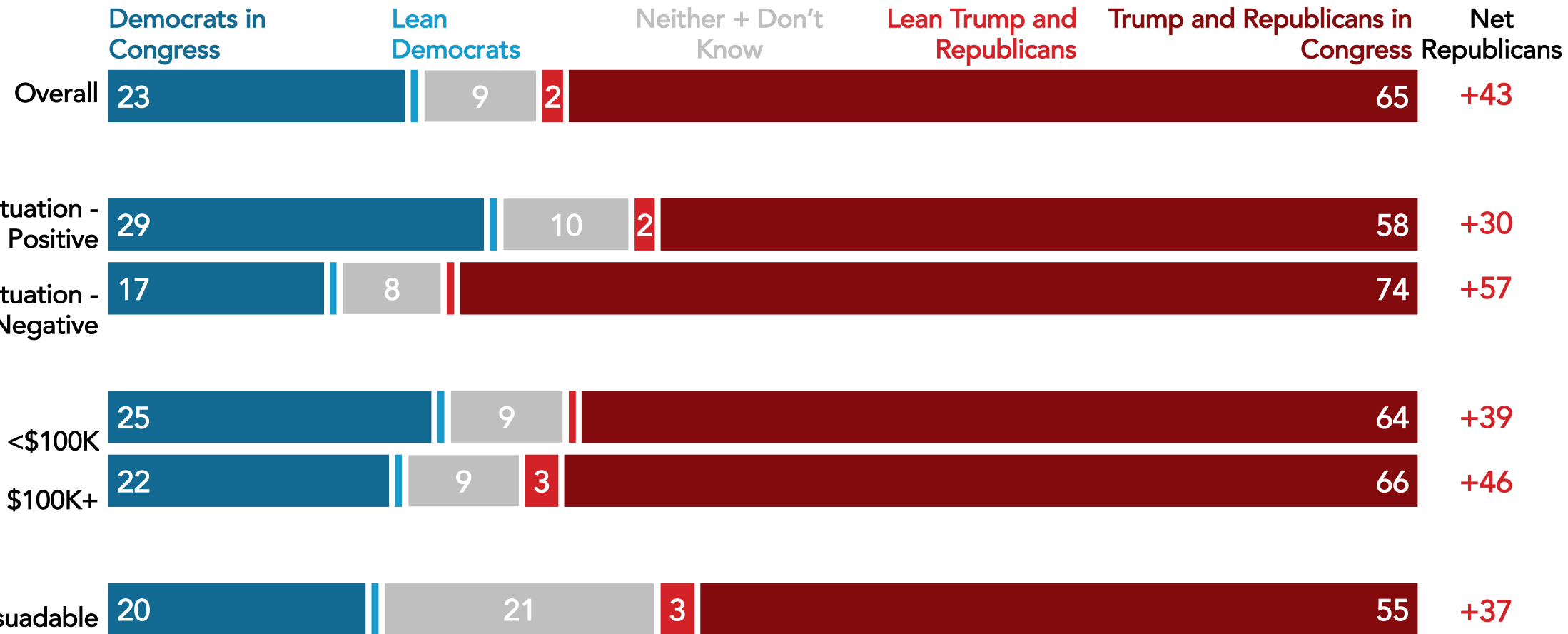
Next is a list of everyday costs that some people say are too high. Please choose which TWO are the biggest cost issues for you personally.*

		Negative Personal Financial Situation	Positive Personal Financial Situation	Under \$100K	Over \$100K
Groceries	44	51	38	46	42
Gasoline and transportation	42	47	39	45	39
Healthcare	34	35	34	32	36
Taxes and fees	27	16	36	23	31
Housing	22	26	18	25	19
Utilities	16	14	18	16	16
Education and student loans	7	9	5	6	7
Childcare	3	3	3	3	4

*Up to two responses accepted.
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Two-Thirds of Battleground Constituents Feel Trump and Republicans are Most Responsible for the State of the Economy

Who do you think is most responsible for the state of the economy right now?



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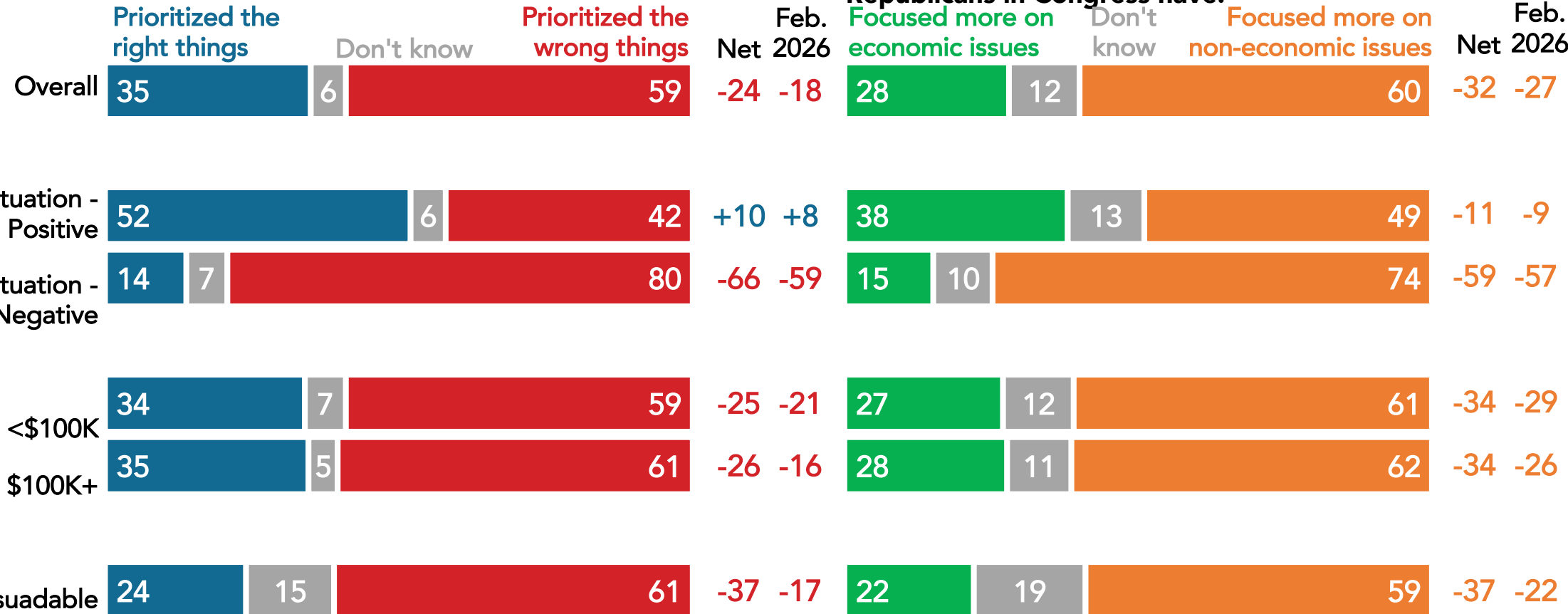
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A Majority of Battleground Constituents Believe Republicans are Focused on the Wrong Things and not the Economy

Since having control, have Republicans in Congress:

Which of the following comes closer to your view?

Republicans in Congress have:



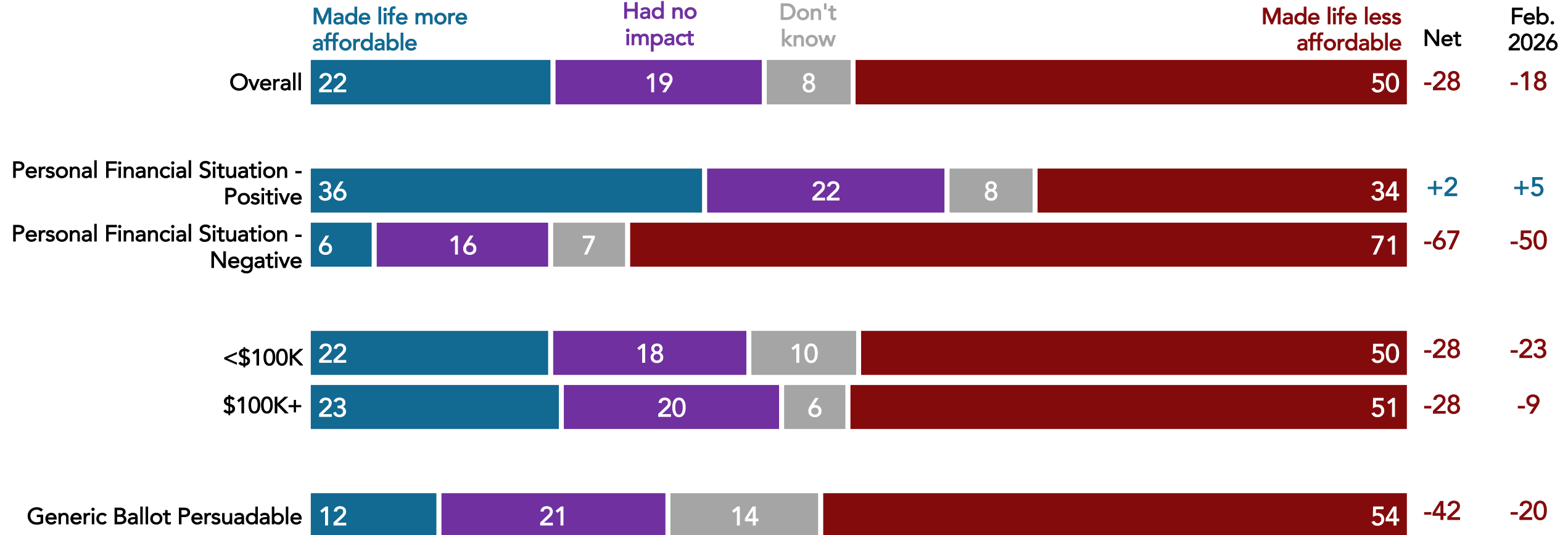
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Half of Battleground Constituents Say That Republicans Have Made Life Less Affordable

From what you know, have Republicans in Congress focused on policies that have:

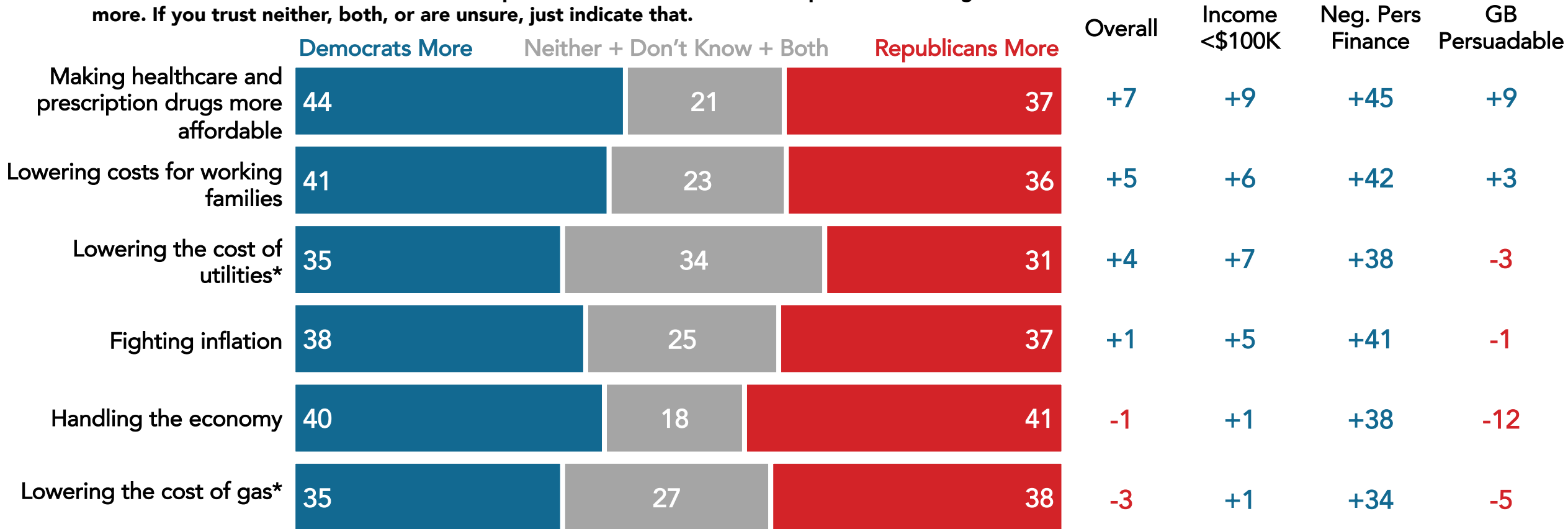


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Democrats are Most Trusted On Lowering Costs for Working Families, like Utilities and Healthcare

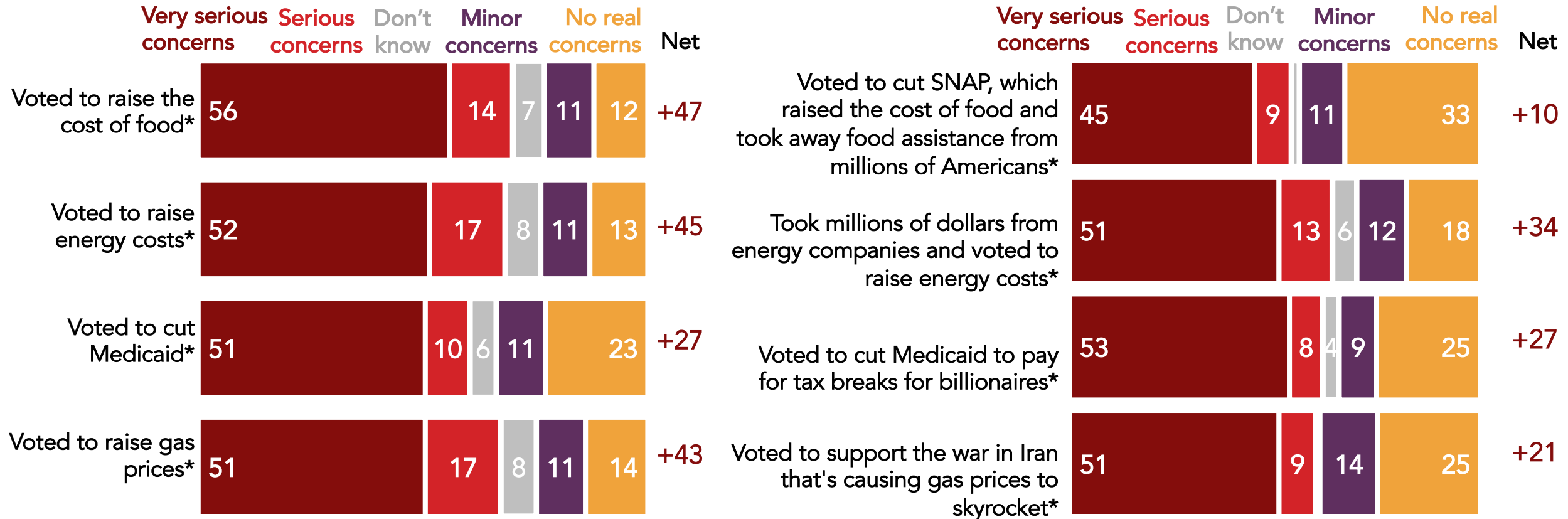
Here are some issues facing the country. For each of the following, do you trust Democrats in Congress much more, Democrats somewhat more, Republicans somewhat more, or Republicans in Congress much more. If you trust neither, both, or are unsure, just indicate that.



*Split
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Brief Statements on Republican's Actions Are More Concerning than More Detailed Proof Points on a Most Cost Concerns

Here are statements about some actions taken by Republicans in Congress. After each, please indicate whether that statement raises very serious concerns, serious concerns, minor concerns, or no real concerns for you. If you are unsure, just indicate that.



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Appendix: Congressional Districts Included In Sample

Dem Incumbent			Rep Incumbent - Harris	Rep Incumbent - Trump			
CA-13	NV-03	TX-34	CA-48	AK-01	IA-01	NC-11	VA-01
CA-45	NV-04	TX-35	NE-02	AZ-01	IA-02	NJ-07	VA-02
CA-47	NY-03	VA-07	NY-17	AZ-02	IA-03	OH-07	WI-01
CT-05	NY-04	WA-03	PA-01	AZ-06	KY-06	OH-10	WI-03
IN-01	NY-19			CA-22	MI-04	OH-15	
ME-02	NY-22			CO-05	MI-07	PA-07	
MI-08	OH-01			CO-08	MI-10	PA-08	
NC-01	OH-09			FL-07	MC-01	PA-10	
NJ-09	OH-13			FL-13	MO-02	SC-01	
NM-02	OR-05			FL-15	MT-01	TN-05	
NV-01	TX-28			FL-27	NC-03	TX-15	

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About Navigator and Navigating the Battleground

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. **Navigator** is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. **Navigating the Battleground** is a project designed to understand messaging nuances in different types of battleground geographies, led by pollsters from Impact Research.

About the Study

Impact Research conducted public opinion surveys among a sample of 1,500 likely 2026 general election voters from May 5-14, 2026. The survey was conducted by text-to-web (100 percent). Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the 67 congressional districts included in the sample across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 2.5 percentage points. The margin for error for subgroups varies and is higher.

For Press inquiries contact:

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To learn more about Navigator or
Navigating the Battleground:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter